

Message Text

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63

ACTION EB-11

INFO OCT-01 ARA-11 ADP-00 CIAE-00 DODE-00 PM-09 H-02

INR-09 L-03 NSAE-00 NSC-10 PA-03 RSC-01 PRS-01 SS-14

USIA-12 OMB-01 TAR-02 AGR-20 AID-20 COME-00 IO-12

LAB-06 OIC-04 SIL-01 STR-08 TRSE-00 CIEP-02 CEA-02

RSR-01 /166 W

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R 232025 Z MAR 73

FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC 2420

INFO AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY TEGUCIGALPA

AMEMBASSY SAN JOSE

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E. O. 11652 - N/A

TAGS: EAID, ETRD

SUBJECT: EXPORT PROMOTION - CIPE, PROMECA, AND ROCAP

JOINT STATE/ AID MESSAGE

GUATEMALA PASS USAID AND ROCAP

REF: A. SAN SALVADOR 752; B. SAN SALVADOR 761; C. STATE 052227;

1. SUMMARY: ALFREDO MILLIAN, ACTING DIRECTOR OF CENAFE, EL SALVADOR'S WITHERED EXPORT PROMOTION OFFICE, AND THE GOES REPRESENTATIVE TO CIPE, GAVE HIGH MARKS TO THE RECENT CIPE CONFERENCE IN BOGOTA. HE SAID HE JOINS HIS CA EXPORT PROMOTION COLLEAGUES IN THE HOPE FOR A SIMILAR MEETING OF PROMECA AT WHICH THE LATTEV'S ROLE CAN BE DEFINED AND ITS WORK SCHEDULED. HE REPORTED THAT CA EXPORT PROMOTION OFFICIALS REACHED A CONSENSUS AT CIPE TO DELINEATE REGIONAL AS AGAINST NATIONAL EXPORT PROMOTION

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ASSISTANCE, WITH ROCAP AND PROMECA BEING EXAMPLES OF SOURCES FOR REGIONALLY COORDINATED ASSISTANCE (SEMINARS, MICROFICH, ETC.) AND NATIONALLY ORIENTED ASSISTANCE (FROM E. G. USAID' S UNIDO) FORO TECHNICAL ASSISTANCE, MARKETING STUDIES, ETC. MILLIAN REPORTED THAT A DECISION WAS TAKEN VERY RECENTLY WITHIN THE GOES TO SEEK LEGISLATIVE AUTHORITY FOR THE CREATION OF A NATIONAL COUNCIL FOR FOREIGN COMMERCE. IN THE MEANTIME A STAFF WILL BE PUT TOGETHER OF SECONDED PERSONNEL WITH PROGRAM SUPPORT FROM THE INTERNATIONAL FAIR, WHICH WILL ENABLE IT TO MEET THE CONDITIONS OF THE PROPOSED UNCTAD EXPORT DEVELOPMENT GRANT (REF B). AN ANNOUNCEMENT OF THE DECISION IS EXPECTED SHORTLY AFTER ECONMIN SANCHEZ RETURNS FROM ECLA. END SUMMARY.

2. ALFREDO MILLIAN AND EMBOFF HAD DISCUSSED RESULTS OF CIPE PRIOR TO RECEIPT OF REFTEL C; MILLIAN' S HIGHLY FAVORABLE IMPRESSION AND SUBSTANTIVE COMMENTS RAN ALONG SAME LINES AS USDEL' S. MILLIAN SAID THAT THE EXPORT PROMOTION REPRESENTATIVES FROM CACM WERE SO IMPRESSED WITH PRACTICAL STEPS TAKEN CONCERNING CIPE' S MISSION THAT THERE WAS CONSENSUS TO MAKE A SIMILAR EFFORT WITH THE ILL- DEFINED AND AILING PROMECU. SUCH A MEETING WOULD ALSO SEEK TO DELINEATE REGIONAL VERSUS NATIONAL PROMOTION EFFORTS. CONCERNING THIS AIM HE SAID HE AND HIS CACM COLLEAGUES INCLINE TO ASSIGNING REGIONAL ACTIVITY (PROMECA AND ROCAP) TO ACTIVITIES WHICH AVOID NATIONAL COMMERCIAL PECULIARITIES - SUCH AS SEMINARS, AND TME MICROFICH DATA SYSTEM. NATIONALLY ORIENTED ASSISTANCE WOULD BE MORE SPECIALIZED, I. E., MARKETING, INDUSTRY STUDIES, ETC. MILLIAN HAS ALREADY BEEN IN CONTACT WITH HIS GOES SUPERIORS, TEJADO OF GUATEPRO AND PROMECA OFFICIALS ON THIS MATTER. HE NOTED A UNIFORM POSITION WITHIN CA THAT THE INDIVIDUAL COUNTRIES SHOULD NOT BE DEPRIVED OF USAID BILATERAL ASSISTANCE IN EXPORT PROMOTION.

3. REFTEL A AND B NOTED THAT THE GOES HAS BEEN STUDYING THE PROBLEM OF INSTITUTIONALIZING ITS EXPORT PROMOTION. MILLIAN SAID THAT WHILE HE WAS IN BOGOTA A TENTATIVE BUT FIRM DECISION WAS MADE AT A MEETING WHICH INCLUDED THE OREIGN MINISTER, PRESIDENT OF THE FAIR, ECONOMIC MINISTER, AND CONAPLAN AND CENTRAL RESERVE BANK (BCR) OFFICIALS. IT DECIDED IN FAVOR OF AN AUTONOMOUS AGENCY, CONSEJO NACIONAL DE COMERCIO EXTERIOR, UNDER THE TUTELAGE OF THE ECONOMIC MINISTRY. IT WOULD BE A NINE- MAN COUNCIL CONSISTING OF THE HEADS (EACH WITH AN ALTERNATE) OF THE MINISTRIES OF FOREIGN RELATIONS, ECONOMY, FINANCE, AGRICULTURE LIMITED OFFICIAL USE

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AND LIVESTOCK, CONAPLAN, BCR, THE INTERNATIONAL FAIR, AND TWO

REPRESENTATIVES FROM THE PRIVATE SECTOR (AGRICULTURE, INDUSTRY,
AND
AN ALTERNATE). HE BELIEVES LEGISLATION WILL BE INTRODUCED SOON, BUT
IF A SUPPLEMENTAL BUDGET IS NOT OBTAINED, FUNDS AVAILABLE TO THE
INTERNATIONAL FAIR ALONG WITH 8 TO 10 OFFICIALS SECONDED FROM
FOREIGN
RELATIONS, ECONOMY AND THE BCR, WILL PERMIT IT TO FUNCTION UNTIL
THE 1974 BUDGET. THE PROPOSED ARRANGEMENT IS CONSIDERED ADEQUATE
TO
MEET THE COUNTERPART REQUIREMENTS OF THE PROPOSED UNCTAD EXPORT
DEVELOPMENT PROGRAM (REFTEL B). MILLIAN SAID THE GOES IS
CONTEMPLATING
ASKING AID/ ES FOR TECHNICAL ASSISTANCE TO COMPLEMENT THAT PROVIDED
UNDER THE UNCTAD (UNDP- EXECUTED) PROGRAM AND SOUGHT FROM UNIDO.
AT
THE CIPE MEETING MILLIAN LEFT TWO FIRM APPLICATIONS FOR EXPORT
ASSISTANCE, ONE FOR THE TRAINING OF COMMERCIAL ATTACHES FOR THE
FOREIGN RELATIONS MINISTRY AND ONE FOR TRAINING IN ORGANIZING AND
PARTICIPATING IN INTERNATIONAL FAIRS.
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MANAGUA
SAN JOSE
TEGUCIGALPA
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